

12/9/111 (Item 17 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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09197827 SUPPLIER NUMBER: 18909782 (THIS IS THE FULL TEXT)

Net serves up service.(InfoNow's FindNow Web software) (Product Information)

Dennis, Kathryn

Marketing Computers, v16, n11, p56(2)

Dec, 1996

ISSN: 0895-5697 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 993 LINE COUNT: 00081

**ABSTRACT:** Retail database management methods permit retailers to cater to the preferences of their best customers. However, the expenses involved limit its usage to only a small section of the customer base. The Internet can be used to bring this service level to all customers in a more cost-effective way. InfoNow's FindNow can function as a partial alternative to a call center. Sites using the FindNow service give their customers the ability to quickly locate the nearest store. In addition to pinpointing locations, FindNow will also determine which store may have a certain item in inventory. The service places a custom interface on top of InfoNow's huge geographic database. The retailer then keeps InfoNow up to date on locations and other information. The service cost is derived on a case-by-case basis, with monthly charges ranging between \$3,000 and \$15,000.

**TEXT:**

Shopping experiences oriented toward convenience often result in extremely impersonal environments. Think 7-Eleven and Ikea. But Americans often want things and want them now, at the sacrifice of service. In Japan, however, service is priority number one. At Tokyo department store Mitsukoshi, for example, when members of Samurai families walk in salespeople know exactly what they want. The store records everything they purchase, and has clone so for centuries. Sources tell me the store has records on rice paper rolls from more than 300 years ago.

That kind of service can get expensive, so not every person who walks into the store gets that same treatment. Modern efforts at database management let merchants pander to the preferences of their elite customers, but expenses limit its use. The Internet has the potential to let businesses offer that Samurai level of service to all potential customers in a cost-effective manner. Indeed, much talk surrounds the web regarding customized information and true one-to-one marketing. For now, much of it is talk. This month, though, MC looks at two shipping solutions for using the Internet to provide better service.

InfoNow ([www.infonow.com](http://www.infonow.com)), the Aurora, Colo.-based company that built

and an ad based on whether a viewer had read a specific column and joined in forum discussions. The Edit Matching Rule dialog requires little more than selecting objects from a drop down list. Rules can be set using data from user registration, session records and system data (such as date and time). In addition, marketers can create "buckets" to place viewers based on demographic data-- or any other data, for that matter. All of this data is managed by the "industrial strength" server product, which can directly query Oracle databases.

This rules-based model and the collection of session data make the user's experience more customized and the vendors feedback more pertinent over time. Silicon Graphics likes the product enough to train its sales staff on it and recommend it to its customers. "A lot of leading edge companies are asking for these capabilities. I haven't seen any other product that comes this close, in terms of cookie-cutter solutions," says Lenny Roesenthal, WebForce server group manager. "What BroadVision does is save six months of product development."

Vendors have to do some development themselves. The V2 application system starts at \$60,000 and provides about 60 percent of a total solution. In the first quarter of 1997, however, BroadVision will release One-To-One WebApps, or a series of turnkey solutions for specific purposes such as self-service, merchandising and content publishing. WebApps will start at \$30,000.

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COMPANY NAMES: InfoNow Corp.--Products

INDUSTRY CODES/NAMES: ADV Advertising, Marketing and Public Relations;

CMPT Computers and Office Automation; BUSN Any type of business

DESCRIPTORS: Data base searching--Computer programs

PRODUCT/INDUSTRY NAMES: 7372420 (Database Mgmt Software Pkgs (Micro))

SIC CODES: 7372 Prepackaged software

TICKER SYMBOLS: INOW

TRADE NAMES: FindNow (Database access software)--Usage

FILE SEGMENT: TI File 148

12/9/58 (Item 29 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06508850 Supplier Number: 55237649 (THIS IS THE FULLTEXT)

Virtual retailing: Do It Best introduces on-line hardware retailing site.

Do-It-Yourself Retailing, v177, n1, p80(1)

July, 1999

ISSN: 0889-2989

Language: English Record Type: Fulltext Abstract

Document Type: Magazine/Journal; Trade

Word Count: 671

#### ABSTRACT:

Do It Best has started its Web site that will sell more than 70,000 hardware items. Consumers can access the Web site directly to make a purchase or link to the site through a member's home page. This will allow members to earn sales commission from 2 to 12%, depending on the margin on the item. Do It Best will handle the processing of the order, the shipment of the products and the billing of customers. CEO Mike McClelland said they instituted the measure so that members can benefit from the hardware company.

#### TEXT:

The electronic revolution is underway, and Do it Best Corp. wanted to make sure it was armed for the battle. So the Fort Wayne, Ind., co-op decided to develop an electronic commerce initiative to sell hardware products over the Internet.

At its May Market in Indianapolis, company officials introduced what they are billing as the "World's Largest Hardware Store." More than 70,000 products are now available at [www.doitbest.com](http://www.doitbest.com), which officially opened for business on July 1.

Customers will be able to access the corporate site directly to purchase items. However, if they link to the site through a member's home page, the member will earn a commission on the sale from 2 percent to 12 percent, depending on the margin of the item. It is designed so that customers coming from member home pages will never know they have linked to a corporate site. Do it Best will process the order, ship the products and handle customer service and billing.

"We wanted to do this in a way that all members can benefit," says President and CEO Mike McClelland. "We think we can be a leader in on-line retailing." McClelland adds that dealer attitudes toward selling on the Internet have changed since the company launched an on-line program with QVC two years ago to sell 5,000 SKUs.

"We've not heard a discouraging word from our members. It's just not seen as such a threat today," says Bill Zielke, vice president-marketing.

"It can become a nice extension of their business, and they don't even need

a computer."

Consumers can find products on the site by vendor name, product name, SKU number or UPC number. Products are grouped by 15 primary categories and displayed in color with a brief description and price. One of the site's features is an automatic stock check. If a particular item is out of stock, the program will suggest a substitute product. The site also features sophisticated cross-selling to recommend items to complete a project.

A credit card check is done live as soon as the customer clicks the "order" command, with the data sent in encrypted form. After ordering, consumers are given a tracking number that will enable them to find out the status of their order. The merchandise arrives with a detailed packing slip that includes the member's name, as well as a coupon offer to bring them back into the store. Do it Best is offering a 30-day satisfaction guarantee for purchases.

The site is tied in directly with UPS so that same-day shipping will be available in many cases, according to Larry Pensinger, director of electronic commerce. For the 15,000 items that cannot be shipped UPS, customers will be directed to the nearest Do it Best store to pick up the product. All other orders will be processed and shipped out of Do it Best's retail service center in Cape Girardeau, Mo., where a new bar code picking system was designed to accommodate the program.

The site will also contain a How To Encyclopedia of more than 100 fully illustrated projects, many available with full-motion video.

Pensinger estimates that about 10 percent of Do it Best members currently have their own home page, but the numbers are growing rapidly. Do it Best can arrange to have a host server for a member's home page, so the member can participate in the on-line program without a computer. Three new templates are available to help members develop their own home pages.

Pricing may prove to be an issue of concern down the road, since the site will feature prices that differ from what individual members charge in their stores. Pensinger says they incorporated the co-op's MVP pricing program, using the highest price level for blind items and the middle level for price-sensitive items. "Customers aren't coming here for price, but for convenience."

The distributor plans to work closely with manufacturers to identify more items that aren't stocked in the retail service centers but can be shipped from the manufacturer to customers.

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**PUBLISHER NAME: National Retail Hardware Association**

**COMPANY NAMES: \*Do it Best Corp.**

**EVENT NAMES: \*366 (Services introduction)**

**GEOGRAPHIC NAMES: \*1USA (United States)**

**PRODUCT NAMES: \*5201010 (Do-It-Yourself Building Materials Stores);  
4811520 (Online Services)**

**INDUSTRY NAMES: BUSN (Any type of business); CNST (Construction and**

12/9/46 (Item 17 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07437719 Supplier Number: 62503614 (THIS IS THE FULLTEXT)  
SHOPEAZE, HAGGEN TO COLLABORATE ON WEBSITE.(Brief Article)  
SPRINGER, JON  
Supermarket News, p15  
May 29, 2000  
ISSN: 0039-5803  
Language: English Record Type: Fulltext  
Article Type: Brief Article  
Document Type: Magazine/Journal; Trade  
Word Count: 517

TEXT:

SANTA CLARA, Calif. -- ShopEaze.com here said last week it would develop an e-commerce site for Haggen, the 26-store Bellingham, Wash.-based grocery chain.

ShopEaze offers a "turnkey" e-commerce solution designed to replicate the atmosphere of its partnering stores on-line, said Don Yee, vice president of marketing and business development for ShopEaze.

The company, founded a little more than a year ago, has also signed up El Segundo, Calif.-based chain Bristol Farms and is in negotiations with an East Coast chain to launch an e-commerce effort there. ShopEaze hopes to have as many as seven retail partners by year-end, Yee told SN.

ShopEaze offers its retail partners what Yee calls a "complete solution," including building and maintaining a Web site, offering fulfillment expertise, providing customer data to assist in marketing, and partnerships with consumer packaged goods companies that provide such things as coupons and Web site content.

"We're all about building loyalty on-line," Yee said "We think we can offer stores an on-line shopping option that can build customer loyalty. One of the cost benefits to the store is customer retention and attraction."

Yee, who formerly headed up the loyalty card program for American Stores' Lucky Stores division, said there are many similarities between the programs.

"With the loyalty card, it wasn't just about saving money -- it was about building the value behind the card," he explained. "Here it's about building traffic to the Web site and remaining loyal to the store brand. It's about getting them to come back again and again."

One way ShopEaze's Web sites can accomplish this is to allow customers to "opt-in" to free sample programs or earn points toward rewards, Yee said.

ShopEaze lets its retail partners handle delivery and pickup options. Bristol Farms currently allows its Web shoppers to choose which store



location they wish to pick up their items. Delivery is also available at certain locations.

Haggen's plans will allow customers to pick up orders at the drive-up windows or customer service centers at its Haggen Food and Pharmacy and Top Food and Drug stores.

ShopEaze does, however, offer software programs that facilitate store picking and packing, Yee said.

Unlike Peachtree Network, a Montreal-based software company offering a similar service for grocery stores, ShopEaze's presence is virtually invisible to customers, save for a small banner ad on the store's home page.

Haggen is expected to offer on-line shopping at its first store by late summer and expand the service throughout the chain by year-end.

ShopEaze was founded in October of 1998 by Preston Heffernan, a former Silicon Valley-based sales executive. Bob Hermanns, ShopEaze chief executive officer, was previously chief operating officer for procurement and logistics at American Stores Co., Salt Lake City, now a division of Albertson's, Boise, Idaho.

Jeff Haggen, vice president of e-commerce for Haggen, said the company chose ShopEaze because of the retail experience of its people.

"We met with ShopEaze and some of its competitors, and it seemed to me that ShopEaze had the best all-around team as far as background in the supermarket industry and a good group of technical talent," Haggen said.

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PUBLISHER NAME: Fairchild Publications, Inc.

COMPANY NAMES: \*ShopEaze.com; Haggen Inc.

EVENT NAMES: \*361 (Services development); 240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*4811524 (Teleshopping Services); 5411100 (Supermarkets)

INDUSTRY NAMES: BUSN (Any type of business); FOOD (Food, Beverages and Nutrition); RETL (Retailing)

SIC CODES: 4822 (Telegraph & other communications); 5411 (Grocery stores)

NAICS CODES: 514199 (All Other Information Services); 44511 (Supermarkets and Other Grocery (except Convenience) Stores)

SPECIAL FEATURES: COMPANY

ADVERTISING CODES: 25 New Electronic Marketing; 59 Channels of Distribution

12/9/57 (Item 28 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06611530 Supplier Number: 55658521 (THIS IS THE FULLTEXT)  
'Twas Long Before Christmas.(Product Announcement)  
Fetto, John  
American Demographics, nISSN 0163-4089, pNA  
August, 1999  
ISSN: 0163-4089  
Language: English Record Type: Fulltext Abstract  
Article Type: Product Announcement  
Document Type: Magazine/Journal; Trade  
Word Count: 613

**ABSTRACT:**

A new NFO Interactive study indicates that 23.8 percent of respondents say they will spend more money online and that by Dec 1999 they will reduce their shopping in traditional stores in favor of the Internet, possibly impacting brick-and-mortar retailers during the Christmas season. The pattern is strongest among the young and affluent, with 28 percent of online consumers under 35 and 28 percent of households of incomes above \$75,000 saying that they will spend less offline. Many retailers, ranging from Circuit City to Abercrombie and Fitch, are rushing to establish an online presence.

**TEXT:**

As if traditional retailers needed more incentive to go online, along comes further proof. In a new study by NFO Interactive of 4,000 online households, 23.8 percent of respondents say that online shopping has increased their typical annual expenditures on products and services.

And nearly one in four believe that the Internet will reduce the amount they spend on products and services at traditional walk-in stores in the next six months.

Six months from the study's June release date lands us smack in the middle of the holiday shopping season. Who's likely to skip the crush at the mall and play Cyber Santa instead? The young and the rich: Roughly 28 percent of online consumers aged 35 and under and 28 percent of households with incomes above \$75,000 say they'll spend less offline the rest of the year. Geographically, households in the South and West are more likely to log on and shop than consumers in other areas. According to Forrester Research, projected online sales for 1999 show an increase of 250 percent from last year, bringing the total online market value to nearly \$18 billion. That's enough to make most retailers see [www.\\$\\$\\$\\$.com](http://www.$$$$.com). "Last year, retailers didn't feel they would lose money if they didn't go online," says James McQuivey, senior analyst at Forrester. "This year, they do stand to lose."

Forrester projects online spending in the consumer electronics industry to jump to \$2.8 billion from \$1.6 billion last year. Even more astounding is its projection for 2003: \$21 billion. Circuit City, the nation's number-two consumer electronics retailer, didn't need to be convinced. Last January, just after the holiday season ended, CEO Richard Sharp announced that the company would be online before Christmas this year. The Richmond, Virginia-based company, which rings up more than 26 percent of its annual business during the Christmas season, met its deadline. Its E-Superstore debuted last month and allows consumers to purchase online nearly every item available in Circuit City's retail stores. Customers can pick up the item at the nearest store or have it shipped to their door. A full 15 percent of visitors to the site do not live near a Circuit City store, company research shows.

Best Buy, the top retailer of consumer electronics, has yet to announce plans for an expanded online site. Currently, the company's site offers CDs, videos, and several other items for purchase, but lacks the depth of Circuit City's site. "Best Buy.com will become a more significant part of the company as time goes on," says Joy Harris, spokesperson for Best Buy in Edina, Minnesota. But that might be too late, experts warn. "Companies have to realize that their Web sites can cannibalize their business offline. But in the end, the question is, do you want to eat your business or do you want your competitor to eat it?" says Forrester's McQuivey.

Eddie Bauer is one company that is seasoned in both the online and offline worlds. The retailer, which has over 600 retail stores worldwide and a catalog division, opened its online store in 1996. While the biggest chunk of transactions still take place in its stores, the company sees the fastest sales growth online. "We're not surprised that we find growth rates of over 200 percent each year," says Steve Kahn, marketing manager for Eddie Bauer's interactive media division. Eddie Bauer can expect more competition as the holiday season heats up - Abercrombie & Fitch plans to add e-commerce capabilities to its site this fall. If the consumer won't go to the mall, the mall will go to them.

For more information about the NFO Interactive study, call (203) 629-4837.

>CN TOPLINES

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PUBLISHER NAME: Primedia Intertec

COMPANY NAMES: \*Circuit City Stores Inc.

EVENT NAMES: \*360 (Services information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*4811524 (Teleshopping Services)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 514199 (All Other Information Services)



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Dennis, Kathryn

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InfoNow ([www.infonow.com](http://www.infonow.com)), the Aurora, Colo.-based company that built

itself by offering services for software distribution via encrypted CD-ROM, has shifted its focus to the Internet. Its first offering, the FindNow service, essentially acts as an alternative to call centers, at least partially. At sites using the service, customers can quickly locate the nearest store or repair shop. The service doesn't stop at providing locations. It can determine which stores actually have a product in inventory and which shops have the parts needed to fix a product.

"Providing this type of information is absolutely critical to establishing relationships with customers and resellers," says Seth Romanou, director of interactive communications for Compaq Computer Corp. Using the service on Compaq's site ([www.compaq.com](http://www.compaq.com)), I was able to find stores that carried the Presario, not only by zip code but also on an intersection level. The depth of information depends on how each vendor decides to implement the service. The core service involves building a customized interface to InfoNow's geographic database, a database tens of gigabytes huge. Thus, the level of service InfoNow provides its customers is key, too. "We got a lot of good support and insight in how to implement it," Romanou says. The two companies work closely to regularly update the database layer of resellers and their locations.

Romanou views the service on the Compaq site as "an actual extension of our business model." Compaq built its dominant position in the PC and server markets with a model totally reliant on the channel. Advertising and direct mail drives customers to its web site for more information. The company designed its site as a "catalog of our products and services to the extreme minutiae," Romanou says. The site prepares potential customers with information for purchase decisions. Resellers, however, close the sale. Thus, Compaq's site includes no pricing. Prior to using InfoNow, Compaq simply listed its major resellers. Although better than nothing, the list was incomplete and unwieldy, Romanou says. So, the service--a quick and easy locator of stores and service centers--completes the marketing loop. Romanou says, "Our No. 1 priority was to connect our customer with resellers." Indeed, he says Compaq is working on ways to sell product at its site rather than just provide information.

InfoNow establishes service cost on a case-by-case basis. In addition to a setup fee, monthly charges range from \$3,000 to \$15,000. To allow vendors to provide the same service to as-yet unwired customers, the company is working on adding the ability to get a locator map via a fax-back service.

Los Altos, Calif.-based BroadVision ([www.broadvision.com](http://www.broadvision.com)) recently released Version 2 of its One-To-One integrated software package for both development and dynamic operation of personalized web sites.

The product has two clients. The Visual Development Center allows developers to build sites by essentially creating place-holders for elements plugged in later on the fly.

Marketers then create the rules that place the elements. In a demo of a publishing site, for example, rules automated the placement of editorial

and an ad based on whether a viewer had read a specific column and joined in forum discussions. The Edit Matching Rule dialog requires little more than selecting objects from a drop down list. Rules can be set using data from user registration, session records and system data (such as date and time). In addition, marketers can create "buckets" to place viewers based on demographic data-- or any other data, for that matter. All of this data is managed by the "industrial strength" server product, which can directly query Oracle databases.

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